



## NEWS RELEASE

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**SUBJECT:** American Transmission Company participates in Wisconsin's new Green Tier program to benefit the environment

MADISON, Wis. – [American Transmission Company \(ATC\)](#), headquartered in Waukesha, is recognized by the Wisconsin Department of Natural Resources as one of the first participants under the state's new Green Tier program. ATC commits to incorporating environmental sensitivity, protection and restoration into its design and construction of electricity transmission lines.

Green Tier is a new program for environmentally responsible businesses in Wisconsin, and the first program of its type in the nation. Qualified businesses and associations make legal commitments to superior environmental performance through contracts and charters negotiated with the DNR.

In exchange, these businesses are given incentives to achieve their environmental goals. Green Tier makes it easier for good environmental actors to perform even better, allowing the DNR to focus its resources on facilities that need to meet environmental requirements.

"ATC is creating an environmentally responsive approach to developing electrical rights of way," says DNR Secretary Scott Hassett. "Their participation in Wisconsin's new Green Tier program demonstrates ATC's formal and public commitment to protecting our state's environment while expanding our electricity transmission grid."

As part of its participation in Green Tier and through its progressive environmental management system (EMS), ATC has worked with local communities and the Natural Resources Foundation of Wisconsin, Inc. to protect and preserve sensitive natural resources, and with U. S. Fish and Wildlife Service on relocation of eagle and osprey nests.

"We are thrilled to be accepted into Tier 1 of the Green Tier program," said Rita Hayen, ATC environmental manager. "We have worked hard as a company to be recognized for our environmental commitment and look forward to continuing that commitment in the future."

ATC is participating in Green Tier at the Tier 1 entry level. Tier 1 companies are generally environmental innovators with proactive management teams that are building systems needed to maintain and exceed environmental standards.

Tier 2 companies have a longer history of demonstrated superior environmental performance, have an effective environmental management system in place and are committed to bringing about improved environmental performance in their industry, region or supply chain.

Benefits for Green Tier participants include specific flexibilities outlined in statute or individual contracts and charters, a single point-of-contact at DNR to aid communications, and use of the Green Tier logo for marketing. The DNR will recognize participants for superior environmental performance with a numbered certificate. The Green Tier program also offers limited deferred civil enforcement. Companies conducting inspections and reporting violations as discovered will not be fined for their actions provided that corrective actions are undertaken within an agreed upon time.

In addition to ATC, state and business officials welcomed several other companies into the Green Tier program today at stops during bus tours involving participating facilities. One charter was signed with the Environmental Compliance Corporation for Development and Economic Vitality, Inc., which represents residential developers affiliated with the Wisconsin Builders Association. Another charter was signed with the Cooperative Compliance Program, Inc. of the scrap metal recycling industry. A Tier 2 contract was signed with MEGTEC Systems, Inc. of De Pere, and one other Tier 1 participant was accepted into the program, Holsum Dairies, LLC of Hilbert.

The bus tour was part of a statewide event highlighting Green Tier which was jointly sponsored by the University of Wisconsin-Madison La Follette School of Public Affairs in cooperation with the Baldwin Wisconsin Idea Project, Wood Communications Group and Wisconsin Environmental Initiative (WEI) and the Department of Natural Resources.

For more information about Green Tier, visit the DNR Web site at [dnr.wi.gov](http://dnr.wi.gov) At the top of the page select the A to Z button, select “G” and click on “Green Tier.”

***Note to Editors:*** *Photos from the signing events will be posted on the above site by Tuesday afternoon.*